

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----181109Z 120801 /12

R 181048Z APR 77
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 7434
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
AMEMBASSY BERN
AMEMBASSY VIENNA

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USDOC ALSO FOR CONGRESSIONAL LIAISON OFFICE
USDOC FOR DIBA/OIM ALSO FOR USTS
FRANKFURT ALSO FOR USTS

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: FY 77 COUNTRY COMMERCIAL PROGRAM (CCP) FOR
FRG: SECOND QUARTER PROGRESS REPORT (JAN -
MAR 1977)

REF.: (A) UNCLAS BONN 01042,(B) UNCLAS STATE 038482,
(C) UNCLAS BONN 05041,(D) UNCLAS USDOC 06074

1. ALL RPT ALL CCP GOALS FOR FIRST TWO QUARTERS OF FY
77 HAVE BEEN SURPASSED. INDEED, TRADE OPPORTUNITY
REPORTS SUBMITTED HAVE EXCEEDED TARGETS SET FOR ALL
SEVEN CAMPAIGNS THROUGH THIRD RPT THIRD QUARTER.
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FURTHERMORE, FOR FIVE OF SEVEN THEMES, TRADE OPPORTUNITY
REPORTING HAS NOW EQUALLED OR SURPASSED CUMULATIVE
GOALS FOR ALL FOUR QUARTERS OF FY 77 AS FOLLOWS:

CAMPAIGN ACHIEVED TRADE OPPORTUNITY REPORTS
NO. THEME THROUGH TARGET TARGET FOR ALL
2ND QTR THROUGH FY 77

3RD QTR				
ONE	CONSUMER	416	200	400
GOODS				
TWO	ELECTRONIC	151	100	200
EQUIPMENT				
THREE	BUSINESS	68	30	60
EQUIPMENT				
FOUR	HEALTH CARE	78	50	100
FIVE	LAB INSTRU-	60	30	60
MENTATION				
SIX	PROCESS	112	40	80
CONTROL				
SEVEN	POLLUTION	60	20	40
CONTROL				

2. IN FIRST THREE MONTHS FY 77, EC STAFF AT POSTS IN WEST GERMANY AND BERLIN SENT TO USDOC TOTAL OF 857 TRADE OPPORTUNITY (TO) REPORTS (487 CAMPAIGN, 370 NON-CAMPAIGN) AND TO USDA/FAS AT LEAST 21 AGRICULTURAL TRADE OPPORTUNITY (ATO) REPORTS. FOUR POSTS PRODUCED MORE TO REPORTS IN SECOND QUARTER THAN IN FIRST.

3. POSTS EMPHASIZED OUT-OF-OFFICE VISITS IN GENERAL AND IN PARTICULAR CALLS ON BUSINESSMEN OUTSIDE CITY WHERE CONGEN IS LOCATED. THUS CONVENTIONAL AND/OR ROLLING SPRECHTAGE WERE HELD AS FOLLOWS:

POST CITIES IN WHICH SPRECHTAGE WERE HELD
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DUESSELDORF - DORTMUND, DUESSELDORF
FRANKFURT - FRANKFURT, LIMBURG
HAMBURG - GOETTINGEN, FLENSBURG
MUNICH - PUTZBRUNN, OTTOBRUNN, WOLFRATSHAUSEN,
GROBENZELL, ORMERING, PASING
STUTTGART - STUTTGART, MANNHEIM, SCHOPFHEIM.

5. MISSION AS A WHOLE MADE A TOTAL OF 1265 CALLS ON PROSPECTIVE BUYERS IN SUPPORT OF USDOC EXHIBITIONS IN GERMAN AND OTHER EUROPEAN FAIRS.

6. FOLLOWING ACTIVITIES OF INDIVIDUAL POSTS DESERVE SPECIAL RECOGNITION:

A. BERLIN: (1) CONTINUING ATTENTION TO MAJOR PROJECTS (SEVEN REPORTS); (2) EFFECTIVE SUPPORT OF US EXHIBITORS IN ANNUAL BERLIN GREEN WEEK (IN WHICH, FOR

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----181113Z 120834 /20

R 181048Z APR 77
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 7435
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
AMEMBASSY BERN
AMEMBASSY VIENNA

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INSTANCE, IBM SUCCESSFULLY INTRODUCED ITS SUPERMARKET
COMPUTER CHECK-OUT SYSTEM TO GERMAN MARKET); (3)
CREATIVE, RESPONSIVE SUPPORT OF TEN DAY VISIT BY
USDOC EXHIBIT TEAM HANDLING LEIPZIG FAIR.

B. BREMEN: PIONEERING AND ONGOING EFFORTS TO ORGANIZE
VISITS TO US FAIRS UNDER FOREIGN BUYER PROGRAM.

C. DUSSELDORF: (1) 338 OUT-OF-OFFICE BUSINESS
VISITS; (2) 188 CAMPAIGN-RELATED TO REPORTS.

D. FRANKFURT: (1) OUTSTANDING SUCCESS IN ORGANIZING
AND DIRECTING MISSION-WIDE SUPPORT OF VISIT BY 46
GERMAN BUSINESSMEN TO CHICAGO HOUSEWARES SHOW IN
JANUARY. THIS PIONEERING EFFORT, TOGETHER WITH SIMILAR
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INITIATIVES BY BREMEN, BERLIN AND OTHER POSTS LED TO MISSION AWARENESS THAT TIME HAD COME TO INTENSIFY OUR SUPPORT FOR FBP.

E. HAMBURG: (1) NINE CERP ALERT REPORTS; (2) UNUSUAL SUCCESS IN GENERATING FAVORABLE MEDIA ATTENTION TO CONGEN'S SPRECHTAG PROGRAM.

F. MUNICH: CONTINUING SUCCESSFUL EXPERIMENTATION WITH "STROLLING" SPRECHTAG TECHNIQUES AT FIVE GERMAN PRODUCT EXHIBITIONS. USING THIS TECHNIQUE, CONGEN E-C STAFF, FOR INSTANCE, VISITED 300 EXHIBITORS AT NUERNBERG TOY FAIR IN SEARCH OF INFORMATION ABOUT MARKET TRENDS AND TO GENERATE TRADE OPPORTUNITY REPORTS. EMBASSY HAS ENCOURAGED POST TO WRITE UP ITS EXPERIENCES FOR DISCUSSION BY ALL POSTS IN MISSION WITH EYE TO IMPROVING OUR ABILITY TO MAKE GERMAN FAIR STRUCTURE A VEHICLE FOR EXPANDED US EXPORTS TO FRG:

G. STUTTGART: (1) UNDER OUR EXPANDING FOREIGN BUYERS PROGRAM, CONGEN WAS FIRST POST TO VOLUNTEER TO CO-MANAGE WITH EMBASSY MISSION EFFORTS TO RECRUIT 50-100 GERMAN BUYERS TO VISIT EACH OF FIVE AMERICAN FAIRS IN FY 78. CONGEN HAS GIVEN EXCELLENT POINTERS TO OTHER CO-MANAGERS IN ITS INITIAL EFFORTS TO IDENTIFY EFFECTIVE TRAVEL AGENT TO WORK OUT GAME PLAN FOR CO-ORDINATING MISSION (INCLUDING USTS) ACTIVITIES AND TO DEVELOP LINES OF COMMUNICATION WITH OTHER POSTS IN GERMAN-SPEAKING COUNTRIES AND WITH US STATE OFFICE (IN THIS CASE, GEORGIA) HEADQUARTERED IN EUROPE.

7. OTHER IMPORTANT EVENTS OF THE SECOND QUARTER INCLUDE: (A) OPENING OF THE U.S. INTERNATIONAL MARKETING CENTER IN COLOGNE IN JANUARY; (B) USDOC PAVILION IN COLOGNE HOUSEWARES SHOW IN FEBRUARY; (C) BUSINESS UNCLASSIFIED

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INFORMATION OFFICES (BIOS) MANAGED BY POSTS AT FOUR GERMAN FAIRS.

8. PROBLEMS MENTIONED EARLIER ABOUT FTI-UPDATING HAVE NOW BEEN SOLVED (SEE REFS C AND D). EMBASSY RECOMMENDS, ACCORDINGLY, THAT FY 77 CCP BE AMENDED TO DROP 1971 FROM FTI ENTRIES TO BE UPDATED. FOR IT IS CLEAR FROM REF D THAT 1971 DATA ARE NOT RPT NOT TO BE PROCESSED PRIOR TO FY 78.

9. FOR USDOC/CONGRESSIONAL LIAISON OFFICE: DURING
VISIT TO EMBASSY AND USIMC, APRIL 14 AND 15, US
REPRESENTATIVE JOSEPH SKUBITZ (R, NEBRASKA) WAS
BRIEFED ON CCP CONCEPT. HE REQUESTED COPY OF THIS
TELEGRAM WHICH WAS IN PREPARATION DURING HIS VISIT.
PLEASE PASS TO MR. SKUBITZ.
STOESSEL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770133-0981
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From: BONN
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2780123
Secure: OPEN
Status: NATIVE
Subject: FY 77 COUNTRY COMMERCIAL PROGRAM (CCP) FOR FRG: SECOND QUARTER PROGRESS REPORT (JAN - MAR 1977)
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/cdcacba3-c288-dd11-92da-001cc4696bcc
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